

NATURAL BEAUTY CARE

ayu



### INGREDIENT OF THE MONTH

Tumeric

Also known as curcuma, this is probably the most important ingredient in Ayurveda. It is part of the ginger family and usually dried and consumed in powder form. For thousands of years tumeric has been used in India to help heal burns and cuts.

Internally it is still used to treat weakness, inflammation and bone injuries; usually mixed with warm milk, honey and saffron. The most important role of tumeric in Ayurvedic preparations are as a natural antibacterial and antiseptic agent. It is also an excellent detoxifier, which helps give the skin an instant glow. Some research has found that tetrahydrocurcuminoids, components of tumeric to have antioxidant and skin lightening properties. The following Ayu Natural Beauty Care products contain tumeric; Pink Mud Skin Tightening Mask, Antibacterial Morocco Mud Mask, Seaweed Super Nutritious Mask, Roses &

### *Facial Care from an Ayurvedic Perspective*

The May 2010 newsletter gave a description of the history of Ayurveda and beauty health. As was explained inner and outer beauty are not mutually exclusive. Some important lifestyle behaviours were described: diet, sleep, fresh air, yoga and facial care. Since facial care is a larger component and a more detailed process of ayurvedic beauty health it would be necessary to provide the step by step care. The following are essential for all skin types.

**Cleansing:** This step is to remove sebum, sweat and other waste products from the skin. Traditionally Ayurveda suggests using cream or oil based cleansers and never using soap on your face.

**Toning:** Using non-alcohol based toners will help refine pores and prepare the skin to absorb the nutrients of a good moisturizer.

**Moisturizer:** All skin types need to moisturize, this includes oily skin. Oily skin is prone to dehydration if alcohol based products are applied and if the skin is not regularly moisturized. Moisturizing protects the skin from bacteria and the pollutants in the air and allows the skin to absorb minerals and vitamins.

**Scrub:** Should be mild and unabrasive but can be used weekly. The particles in a scrub should not be too small or they will become lodged in the pores. Scrubbing stimulates circulation and removes blackheads and dead skin. The only skin type that should avoid scrubbing completely is oily/acneic.

**Mask:** Falls into three different functions. 1- extract dirt from deep in the skin. 2- rejuvenate by providing nourishing vitamins and minerals and by refining the pores.

Almond Honey Body Scrub,  
Detoxifying Body Scrub.

3- masks can also stimulate the deepest layer of the skin to make healthy new growth. Clay is the best base for a mask because it acts like a magnet for dirt and toxins accumulated deep in the skin. Clay is also a rich source of iron, magnesium, zinc, potassium and calcium.

**Massage:** Facial massages activates energy meridians and deep centers of the brain and improves facial circulation. These results help sooth the whole body. Properly massaging the face with nourishing lotions containing essential oils will allow beneficial oils to get deep into the tissues.

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